

Elà Mar

Esthetics Boutique



Content Creator / Marketing Manager Job Description

Who We Are

ElàMar was established in 2013 and is a Diamond Level Allergan Account with locations in Nashville and North Alabama.

We're a hospitality company in the form of an esthetics boutique that provides skin care products & services.

Our mission is to help people feel beautiful.

We do that by providing exceptional aesthetic outcomes & uplifting experiences.

Because beauty isn't simply looking pretty, it's also how you feel, it's something you experience.

We don't just take care of skin, we take care of people.

Our Values

Hospitality

How the delivery of a service makes someone feel.

Esthetics

Appearance matters, in all things.

Simplicity

Skin care should be simple, and healthy skin should simplify life.

Authenticity

Be yourself, not an idealized version of someone else.

Health

We center skin care around creating healthy skin.

Growth

We're striving for constant improvement.

Who You Are

| You have a real passion for content creation, photography and videography

| You are a creative storyteller

| You are a good communicator. You speak and write clearly and succinctly to express your ideas

| Although you're creative, you're also self-directed, efficient, organized and able to complete tasks

| You have a strong understanding of social media, digital marketing and growth tactics

| You have a bright personality, love people and easily connect with others

| You desire for meaningful work. You're passionate about skin care, beauty, health and wellness and sharing that passion with others

| You share our belief that taking care of your skin and appearance is really just a way to take care of yourself

| You believe that nothing well done is insignificant.

| You are humble and willing to learn.

| You work hard and are nice to people.

| You take extreme ownership and use good judgment.

| You're a responsible adult.

Position Responsibilities

Your mission is to raise brand awareness, create fans, and attract clients by creatively and effectively communicating our brand story through visual and written mediums.

- | Create an annual editorial calendar
- | Create professional quality photo, video and editorial content
- | Graphic design for all marketing materials
- | Ensure a consistent brand identity across all materials and channels
- | Rapidly grow ElaMar's social following
- | Manage social media contest and giveaways to boost engagement
- | Contract and manage social influencers
- | Provide timely responses to comments, direct messages, mentions, and relevant keywords
- | Act as a creative authority on the social media ecosystem by staying on top of best practices, trends, and industry updates
- | Post monthly to the ElaMar blog
- | Produce monthly email newsletters
- | Develop partnerships and collaborations with local businesses
- | Monitor, measure, and report on social media content performance metrics; analyze, review and report on the effectiveness of campaigns in an effort to maximize results; make channel- and content-strategy implementation recommendations based on data

The Details

Job Type: Full-Time, Hybrid In-Office / Remote

Qualifications:

- Professional level skill in both photography and videography
- Portfolio must be submitted with application
- Fluency with Adobe Suite
- Minimum 3-5 years experience in content marketing, social media management or related field at agency or a well known, socially active brand

Hours:

Flexible - you will set your own work schedule.

Although you may work remote part time, you will be required to be in the office regularly for content creation, meetings and events. ElàMar is open to the public from 9:00 to 6:00.

ElàMar reserves the right to make amendments to the schedule and/ or availability requirements from time to time.

Pay: Salary. Between \$50k and \$65k depending on experience.

Pay frequency: Every other week

Benefits:

- 401(k) with matching
- Health, dental & vision insurance
- Paid time off
- Retirement plan
- Flexible schedule
- Free aesthetic treatments and skin care products, of course

Interested in joining our team?

Visit elamarskin.com/careers and click “Apply Here” next to the position you’re applying for, then complete the application form.

elamarskin.com
@elamarskin

NOTE: Only those applicants under consideration will be contacted. Please accept our utmost appreciation for your interest. ElàMar is an Equal Employment Opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, creed, age, sex, gender, sexual orientation, national origin, religion, marital status, medical condition, physical or mental disability, military service, pregnancy, childbirth and related medical conditions or any other classification protected by federal, state or provincial and local laws and ordinances. Reasonable accommodation is available for qualified individuals with disabilities, upon request. This Equal Employment Opportunity policy applies to all practices relating to recruitment and hiring, compensation, benefits, discipline, transfer, termination and all other terms and conditions of employment.